

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
NORTH CAROLINA	6,628,637	8,049,313	8,408,414	8,996,859
MEDIAN AGE (YRS)	-----	35.3	36.2	37.6
HISPANICS (ANY RACE)		378,963	437,918	538,278
STATE'S PERCENTAGE		4.71%	5.21%	5.98%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	5,804,656	6,035,122	6,419,913
STATE'S PERCENTAGE	72.11	71.77	71.36
MEDIAN AGE (YRS)	37.6	38.7	40.4
BLACK/AFRICAN-AMERICAN	1,737,545	1,810,107	1,913,746
STATE'S PERCENTAGE	21.59	21.53	21.27
MEDIAN AGE (YRS)	31.0	31.7	32.9
AMERICAN INDIAN/NATIVE	99,551	104,319	112,931
STATE'S PERCENTAGE	1.24	1.24	1.26
MEDIAN AGE (YRS)	30.1	30.5	31.3
ASIAN	113,689	127,596	151,403
STATE'S PERCENTAGE	1.41	1.52	1.68
MEDIAN AGE (YRS)	29.7	30.4	32.0
HAWAII/PACIFIC ISLANDER	3,983	4,256	4,973
STATE'S PERCENTAGE	0.05	0.05	0.06
MEDIAN AGE (YRS)	26.3	26.5	26.8
OTHER	186,629	217,284	267,950
STATE'S PERCENTAGE	2.32	2.58	2.98
MEDIAN AGE (YRS)	23.6	24.6	26.0

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	1,041,346	1,081,261
SUBURBAN	4,605,289	4,952,355
RURAL	2,761,779	2,963,243

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<b>INCOME</b>	<b>2003 ESTIMATED</b>	<b>2008 PROJECTED</b>	
HOUSEHOLD MEDIAN	\$43,979	-----	
PER CAPITA	\$22,973	-----	
<b>EXPENDITURES</b>	<b>2003 ESTIMATED</b>	<b>2008 PROJECTED</b>	<b>% CHANGE</b>
TOTAL EXPENDITURES	\$129,472,901,000	\$170,732,834,000	31.87%
FOOD AT HOME TOTAL	\$15,014,978,600	\$17,915,734,000	19.32%
FOOD AWAY FROM HOME TOTAL	\$13,357,184,600	\$17,376,928,900	30.09%
FOOD AS % OF TOTAL EXPENDITURES	21.91%	20.67%	-----
<b>FOOD AT HOME</b>	<b>2003 ESTIMATED</b>	<b>2008 PROJECTED</b>	<b>% CHANGE</b>
MEATS (ALL TYPES)	\$3,127,496,800	\$3,755,583,400	20.08%
FISH & SEAFOOD PRODUCTS	\$291,167,000	\$348,118,300	19.56%
FRUITS & VEGETABLES	\$1,672,453,100	\$1,966,265,000	17.57%
DAIRY PRODUCTS	\$1,604,326,900	\$1,907,583,600	18.90%
BAKERY PRODUCTS	\$1,598,900,100	\$1,852,904,900	15.89%
CEREALS & PRODUCTS	\$797,602,200	\$971,625,000	21.82%
PREPARED FOODS	\$2,433,972,500	\$2,927,849,300	20.29%
JUICES	\$401,963,300	\$476,973,700	18.66%
<b>FOOD AWAY FROM HOME</b>	<b>2003 ESTIMATED</b>	<b>2008 PROJECTED</b>	<b>% CHANGE</b>
BREAKFAST & BRUNCH	\$942,087,000	\$1,350,822,500	43.39%
FAST FOOD	\$412,993,100	\$572,387,500	38.59%
FULL SERVICE	\$529,094,000	\$778,435,000	47.13%
LUNCH	\$3,287,337,200	\$4,251,448,600	29.33%
FAST FOOD	\$2,012,020,300	\$2,528,218,500	25.66%
FULL SERVICE	\$1,275,316,900	\$1,723,230,100	35.12%
DINNER	\$4,782,427,900	\$6,353,411,300	32.85%
FAST FOOD	\$1,939,157,400	\$2,450,581,500	26.37%
FULL SERVICE	\$2,843,270,400	\$3,902,829,800	37.27%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
<b>MEATS</b>			
MEATS (ALL TYPES)	\$949	\$1,053	10.96%
POULTRY	\$281	\$314	11.74%
EGGS	\$45	\$48	6.67%
<b>FISH &amp; SEAFOOD</b>			
FRESH	\$45	\$49	8.89%
FROZEN	\$28	\$33	17.86%
CANNED	\$16	\$16	0.00%
<b>FRUITS / VEGETABLES</b>			
FRESH	\$333	\$366	9.91%
CANNED	\$88	\$98	11.36%
FROZEN	\$63	\$65	3.17%
OTHER	\$23	\$21	-8.70%
<b>DAIRY PRODUCTS</b>			
FRESH MILK & CREAM	\$150	\$163	8.67%
CHEESE	\$130	\$136	4.62%
ICE CREAM	\$82	\$90	9.76%
BUTTER / MARGARINE	\$37	\$45	21.62%
<b>BAKERY PRODUCTS</b>			
BREAD & PRODUCTS	\$376	\$403	7.18%
COOKIES	\$71	\$75	5.63%
CRACKERS	\$39	\$41	5.13%
<b>CEREALS &amp; PRODUCTS</b>			
CEREALS	\$134	\$144	7.46%
PASTA PRODUCTS	\$43	\$51	18.60%
FLOUR & MIXES	\$40	\$47	17.50%
RICE	\$25	\$30	20.00%
<b>PREPARED FOODS</b>			
SNACKS/CHIPS	\$121	\$142	17.36%
JUICES	\$122	\$134	9.84%
FROZEN/PREP. OTHER	\$95	\$111	16.84%
SOUPS	\$57	\$67	17.54%
SAUCES & GRAVIES	\$60	\$59	-1.67%
BABY FOOD	\$45	\$50	11.11%
FROZEN MEALS	\$45	\$52	15.56%
NUTS	\$30	\$33	10.00%
SALADS	\$25	\$30	20.00%

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